

# **CONSUMER TRENDS IN JAPAN**

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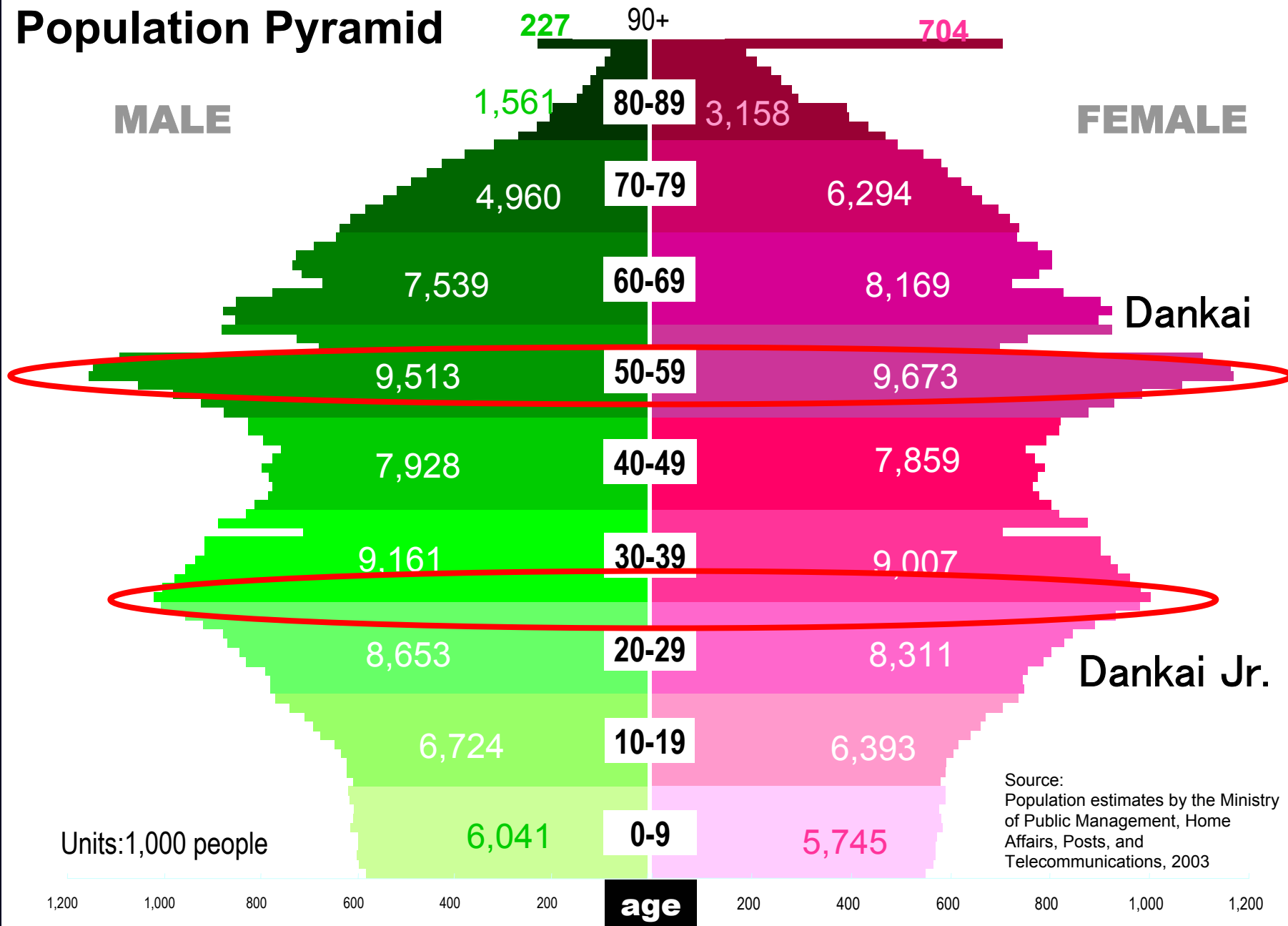
# **Social Trends in Japan**

## Social Trend 1

An increasing number of people in the *dankai* generation (Japan's baby boomers) are retiring and a new type of senior citizen, one who is active, is beginning to appear.

- The average age of the Japanese continues to rise against the background of a falling birthrate.
- Baby boomers will be **reaching retirement age** en masse in four or five years.
- **Active baby boomers** are changing the lifestyles of senior citizens.

# Population Pyramid

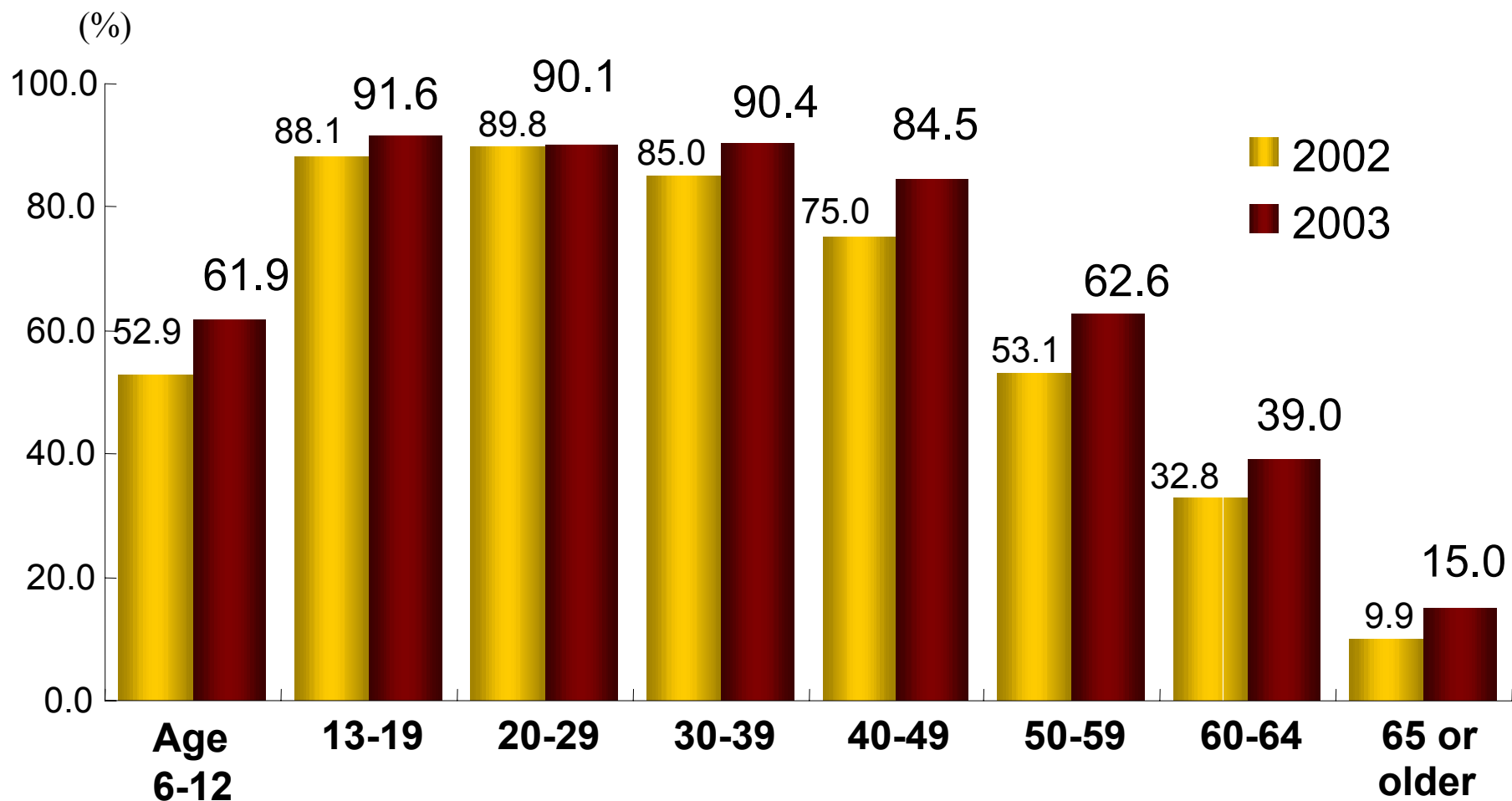


## Social Trend 2

Information technology is changing lifestyles and communication styles dramatically.

- The number of Internet users reached **77.30 million** and the overall penetration rate surpassed **60%**.
- **Various styles of communication and consumption** have appeared with the spread of the Internet and cell phones.
- **Information literacy** among consumers, including both the young and older people, is growing rapidly.
- It has become an essential part of operations for companies to have **Web sites to provide information** or serve as **channels for Internet shopping**.

# Internet Usage by Age Group



# **Social Trend 3**

## **Leisurely lifestyle and the awakening of individualism**

- For both society and individuals, conventional ways of thinking and lifestyles are being challenged and people are beginning to **stop and review themselves** and their environment, including their ecological surroundings.
- Regarding consumption, too, people are beginning to **assert their own tastes and values** more strongly than before.

# **Four Tendencies in Consumption That Are Gaining Momentum**



# The Pursuit of Authenticity

## Kumano Kodo

[Sacred Sites and Pilgrimage Routes]



## Yaku-shima and Jomon-cedar



## Green Tourism and Farm Stays



A Guide to Green  
Tourism in Aomori





## Reevaluation of Traditions





## A bowl of seafood and vegetable soup. The soup contains clams, mushrooms, and leafy greens. The bowl is yellow and has a handle on the right side. There are some small white bowls in the background.

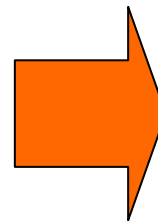
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# Design Consciousness



# Humidifier

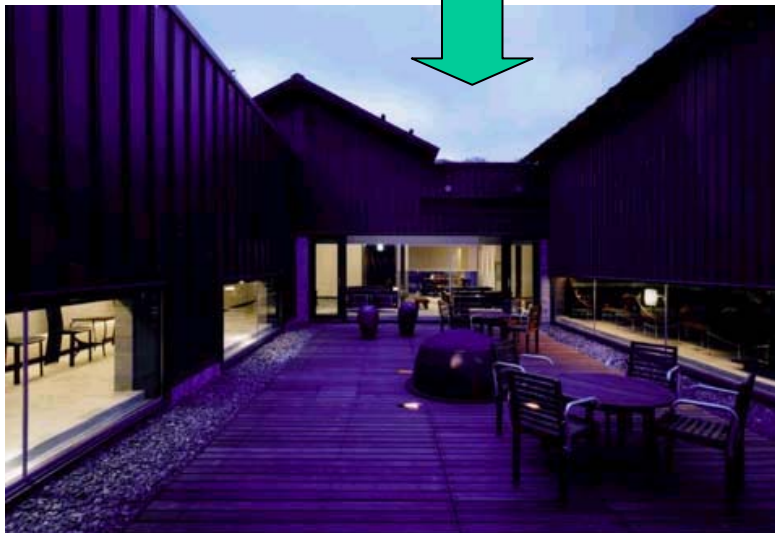
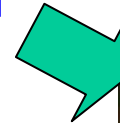
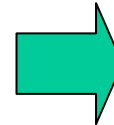
## Anti-Mass Market Design





# Japanese Designer Inn

What makes a trip great is where you stay.



## A resort in Bali & BVLGARI Hotel in Milano

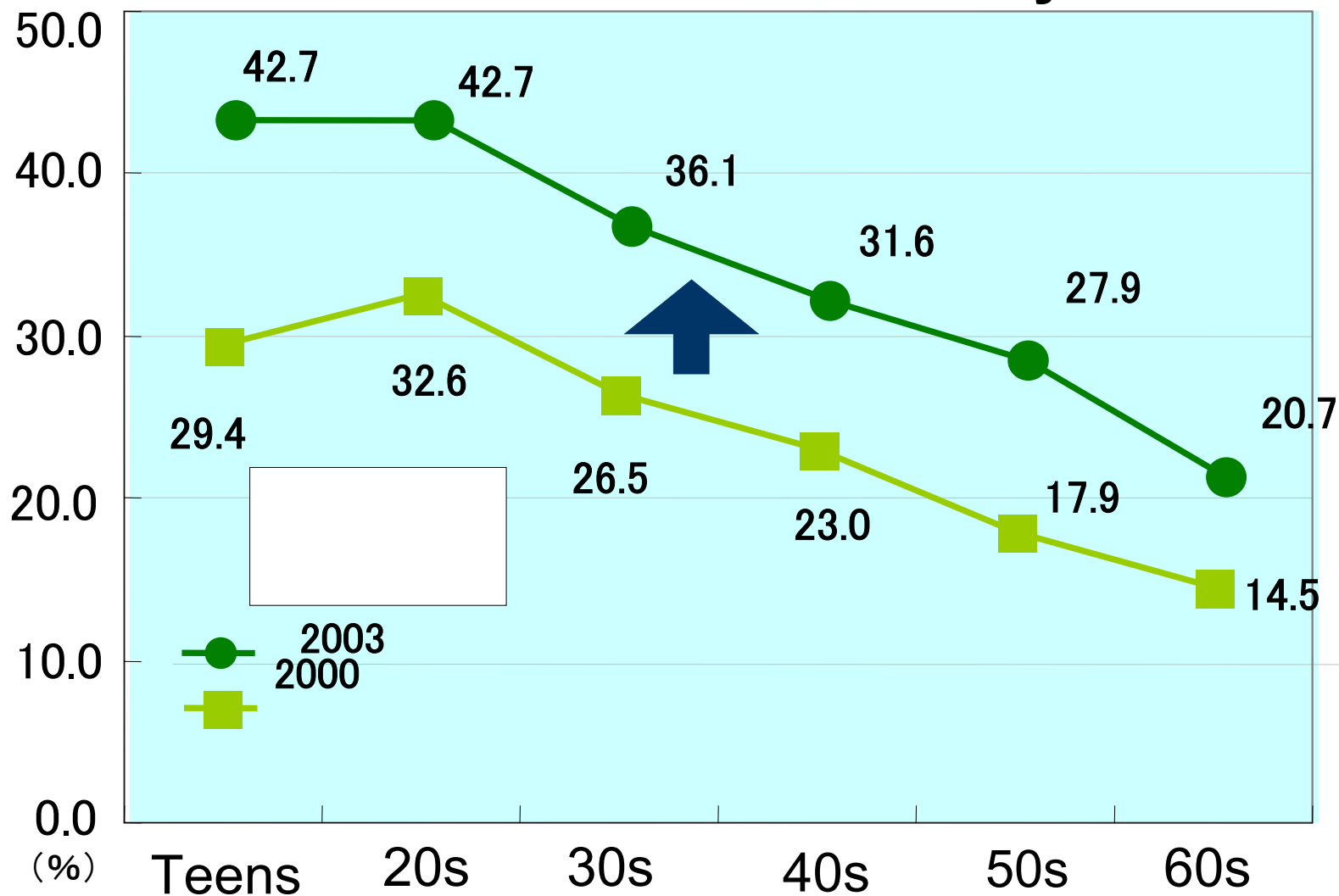


## Simple is Stylish



**My lifestyle**  
**My taste**

## Seek products that are more suited to individual taste and lifestyle



## “Select” Shops



**SHIPS** [www.livehep.com/](http://www.livehep.com/)

**United Arrows** [lifestyle-net.com/](http://lifestyle-net.com/)





## Original stamp



## KENJI KOGA “ANIMAL ART BAG”



## Original rice cracker

“I’ll grow up to be a strong boy.”

# One-on-One Service by Professional Staff

## Concierges



Concierges at Isetan Department Store  
Beaute concierges, Sommeliers, Baby concierges

## Greeters



Seiyu, a supermarket chain, assigns information clerks called greeters to work at each store.



# **Health & Wellness Boom and Interest in “Self-Care”**

# Yoga and Walking



# Food Traceability

## Meat Safety Confirmation System

provides production record information on domestic beef



Beef with ID information

# More Foodstuffs Claiming Safety



## 【栽培者】



秋山 幸 山田 茂  
斎藤 武彦  
天久 久美子 神田 正蔵

## 【栽培地】

山梨県南アルプス市藤田  
地区  
釜無川右岸の沖積土壌  
からなる平坦なこの地は  
日照時間が長く、質の高い  
葡萄づくりに適した土地  
柄です。

## 【栽培履歴】

- 剪定作業:  
2002年12月～2003年3月
- 開花開始日:  
2003年5月20日
- 葡萄出荷開始日:  
2003年9月16日

果実酒

720ml



## 【醸造履歴】

- 仕込み開始日:  
2003年9月17日
- 仕込み数量:  
7,450kg
- 仕込みタンクナンバー:  
V002

## 【醸造地】

山梨県東山梨郡勝沼町山  
400  
日本を代表するワインの銘  
醸地・勝沼で、このワインは  
完成の時を迎えました。

## 【びん詰め地】

マンズワイン勝沼工場

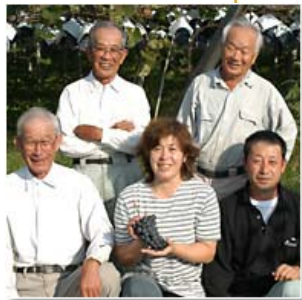
## 【醸造責任者】

フランスの「ワイン醸造士  
国家資格」と「利き酒適性  
資格」を取得した、マンズ  
ワインが誇る醸造技術者、  
松本信彦。



松本信彦

製造者 マンズワイン株式会社



Wine whose producers are  
“visible.” from Kikkoman



Green tea  
recommended  
by a tea farm:  
from Itoen



“Safe eggs” with information on a logistics  
system that secures freshness: sold at  
convenience stores



## Explanation of Ingredients: A Must for Restaurants



Providing information on the place of production for ingredients is now a matter-of-course item.



## Oyako-don made with Hinai chicken from Akita Prefecture



Sanuki-udon made with noodles produced by the Hinode  
Noodle Company in Sakaide, Kagawa Prefecture

# Urban Hot Springs

Oedo Onsen at Odaiba



Spa LaQua, at Tokyo Dome



Niwa-no-yu at  
Toshimaen



## **Profile of the New Consumers in Japan**

- **Consumers have more discerning eyes.**  
They read what is beyond what the product labels say.
- **They are beginning to assert individual tastes and styles.**  
They feel more comfortable being slightly different from others rather than being the same as the rest.
- **They seek satisfaction from sense-based domains.**  
They pay detailed attention to design.

# Key Words for Business Opportunities

- 1: ***“Dankai”* Baby boomers & Echo boomers**
- 2: **High Internet Literacy**
- 3: **Creative Ideas to stimulate the senses**
- 4: **Personalized Hospitality**



**With warmest Aloha,**

**Mahalo!**